

**REMARKS**

Reconsideration and allowance of the above-identified application are respectfully requested. Claims 7 and 11-13 are now pending, wherein claims 7 and 11-13 are amended and claims 1-6, 8-10 and 14 are canceled. Support for the amendments to claim 7 can be found in the present application at least at page 14, line 6 through page 15, line 23 and page 17, line 16 and page 18, line 6, as well as Figures 1, 2 and 7.

Claims 2, 3, 4 and 6-14 are rejected under 35 U.S.C. § 112, second paragraph for indefiniteness. Claims 2-4, 6, 8-10 and 14 are canceled, and claims 7 and 11-13 are amended to address the issues identified in the Office Action. Accordingly, withdrawal of this ground of rejection is respectfully requested.

Claims 1-13 are rejected under 35 U.S.C. § 102(b) for anticipation by U.S. Patent No. 6,006,159 to Schmier et al. ("Schmier"). Claim 14 is rejected under 35 U.S.C. § 103(a) for obviousness in view of the combination of Schmier and U.S. Patent Application Publication No. 2002/0007306 to Granger et al. ("Granger"). These grounds of rejection are respectfully traversed.

Applicants' claim 7 is novel and non-obvious in view of Schmier and Granger because Schmier and Granger, either alone or in combination, do not disclose or suggest all of the elements of claim 7. For example, the combination

does not disclose or suggest that “said advertising display unit displays general contents in advance of reproduction of one of the in-vehicle announcements, and when said input button is depressed reproduction of one of the in-vehicle announcements from said recording media is initiated.” Furthermore, the combination does not disclose or suggest that “when said exit notifying button is depressed, said advertising display unit changes its display from said general contents to retrieved data corresponding to a next stop, which is retrieved from among said advertising data stored in said storage based on a number of depressions of said input button.”

The Office Action cites column 5, line 66-column 6, line 20 and column 6, lines 54-61 of Schmier as disclosing the input button recited in now canceled claim 6. Column 5, line 66-column 6, line 20 discusses that addressable displays can be employed to display various types of information, and column 6, lines 54-61 discusses that a central processor can provide updates to a telephone access system, which can be accessed by a telephone inquiry. Neither of these sections of Schmier discloses or suggests an input button provided in the vehicle that initiates an in-vehicle announcement. Accordingly, there is no disclosure or suggestion that “said advertising display unit displays general contents in advance of reproduction of one of the in-vehicle announcements, and when said input button is depressed reproduction of one of the in-vehicle announcements from said recording media is initiated.”

The Office Action cites column 6, lines 54-61 of Schmier for the disclosure of the exit button recited in claim 7. As discussed above, this section of Schmier discloses that that a central processor can provide updates to a telephone access system, which can be accessed by a telephone inquiry. There is nothing in this or any other section of Schmier disclosing or suggesting that “when said exit notifying button is depressed, said advertising display unit changes its display from said general contents to retrieved data corresponding to a next stop, which is retrieved from among said advertising data stored in said storage based on a number of depressions of said input button.”

Granger was cited for elements recited in now canceled claim 14. Granger, however, does not remedy the above-identified deficiencies of Schmier with respect to Applicants’ claim 7. Thus, even if one of ordinary skill in the art were motivated to combine Schmier and Granger, the combination would not disclose or suggest all of the elements of this claim.


Claims 11-13 are patentably distinguishable over the current grounds of rejection at least by virtue of their dependency from claim 7. For at least those reasons set forth above, it is respectfully requested that the rejection of claims 7 and 11-13 be withdrawn.

If there are any questions regarding this amendment or the application in general, a telephone call to the undersigned would be appreciated since this should expedite the prosecution of the application for all concerned.

If necessary to effect a timely response, this paper should be considered as a petition for an Extension of Time sufficient to effect a timely response, and please charge any deficiency in fees or credit any overpayments to Deposit Account No. 05-1323 (Docket #056203.53264US).

Respectfully submitted,

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